IN THE CLAIMS

     1-46   (Canceled).

     47. (Currently Amended) A system for distributing and redeeming electronic coupons comprising:

     a first server system including a computer processor and associated memory, said first server system being connected by a communications channel to a client system, said first server system being adapted for transmitting an electronic coupon to said client system over said communications channel;

     said client system including a computer processor and associated memory, said client system being adapted for storing said electronic coupon in said memory;

     a second server system connected to said communications channel, said second server system being adapted to establish a connection with said client system and for detecting said electronic coupon stored on said client system, said second server system further being adapted to redeem said electronic coupon; and

     wherein said electronic coupon includes data ~~representative of the identity of a location at which additional coupon information resides~~ uniquely identifying the coupon relative to all other coupons transmitted by said first server system;

     wherein said associated memory of said first server system defines a database;

     wherein said database stores coupon offer data defining available coupon offers, user record data defining user records, and targeting criteria applicable to said user records to determine which of said available coupon offers to associate with which of said user records;

     wherein each one of said user records stores

     (1) a user identification that is different from all other user identifications stored in all other records of said user records,

     (2) information regarding coupons redeemed;

     (3) data indicating which of said available coupon offers are to be offered;

     said first server system programmed to respond to receipt over a network of a coupon request prompt from said client system, said coupon request prompt including a particular user identification, a particular network address, and identification of a particular one of said

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available coupon offers, by transmitting from said server system to said particular network address, data defining a particular coupon,

wherein said data defining said particular coupon encodes both said particular user identification and said particular one of said available coupon offers, wherein said first coupon offer is a coupon offer associated in said database with said particular user identification; and

said first server system being programmed to respond to receipt from a coupon redemption network address of said second server system, of coupon redemption data indicating an attempt to redeem said particular coupon by comparing said coupon redemption data with said information regarding coupons redeemed in said database, to thereby determine whether said particular coupon was previously redeemed.

48-56 (Canceled).

57. (Currently Amended) A method of distributing and redeeming an electronic coupon comprising the steps of:

establishing a connection over a communications channel between a client and a first server system;

transferring said electronic coupon from said first server system to said client;

establishing a connection over a communications channel between said client and a subsequent server; , said subsequent server including one of said server and other servers;

said client requesting information from said subsequent server;

said subsequent server detecting said electronic coupon on said client;

establishing a connection between said subsequent server and an authentication said first server system, said authentication first server system authenticating said electronic coupon and authorizing the redemption of said electronic coupon; and

said subsequent server redeeming said electronic coupon as a function of a transaction initiated between said client and said subsequent server[[.]] ;

wherein said electronic coupon includes data uniquely identifying said electronic coupon relative to all other coupons transmitted by said first server system;

wherein said associated memory of said first server system defines a database;

wherein said database stores coupon offer data defining available coupon offers, user record data defining user records, and targeting criteria applicable to said user records to

determine which of said available coupon offers to associate with which of said user records;

wherein each one of said user records stores

(1) a user identification that is different from all other user identifications stored in all other records of said user records,

(2) information regarding coupons redeemed;

(3) data indicating which of said available coupon offers are to be offered;

said first server system programmed to respond to receipt over a network of a coupon request prompt from said client, said coupon request prompt including a particular user identification, a particular network address, and identification of a particular one of said available coupon offers, by transmitting from said first server system to said particular network address, data defining a particular coupon,

wherein said data defining said particular coupon encodes both said particular user identification and said particular one of said available coupon offers, wherein said first coupon offer is a coupon offer associated in said database with said particular user identification; and

said first server system being programmed to respond to receipt from a coupon redemption network address of said subsequent server, of coupon redemption data indicating an attempt to redeem said particular coupon by comparing said coupon redemption data with said information regarding coupons redeemed in said database, to thereby determine whether said particular coupon was previously redeemed.

58-63.   (Canceled).

64.   (New) The system of claim 47 wherein said first server system is programmed to store whether said particular coupon has been redeemed in said database.

65.   (New) The system of claim 47 wherein said first server system is programmed to disallow redemption of said particular coupon if said comparing indicates that said particular coupon was previously redeemed.

66.   (New) The system of claim 57 wherein said first server system is programmed to store whether said particular coupon has been redeemed in said database.

65.   (New) The system of claim 57 wherein said first server system is programmed to disallow redemption of said particular coupon if said comparing indicates that said particular coupon was previously redeemed.

66.   (New)   A system for electronically distributing and tracking redemption of coupons, comprising:

a server system including a computer processor, associated memory, an input for receiving data, and an output for outputting data;

wherein said memory defines a database;

wherein said database stores coupon offer data defining available coupon offers, user record data defining user records, and targeting criteria applicable to said user records to determine which of said available coupon offers to associate with which of said user records;

wherein each one of said user records stores

(1) a user identification that is different from all other user identifications stored in all other records of said user records,

(2) information regarding coupons redeemed;

(3) data indicating which of said available coupon offers are to be offered;

said server system programmed to respond to receipt over a network of a coupon request prompt, said coupon request prompt including a particular user identification, a particular network address, and identification of a particular one of said available coupon offers, by transmitting from said server system to said particular network address, data defining a particular coupon,

wherein said data defining said particular coupon encodes both said particular user identification and said particular one of said available coupon offers, wherein said first coupon offer is a coupon offer associated in said database with said particular user identification; and

said server system being programmed to respond to receipt from a coupon redemption network address of coupon redemption data indicating an attempt to redeem said particular coupon by comparing said coupon redemption data with said information regarding coupons redeemed in said database, to thereby determine whether said particular coupon was previously redeemed.

67.   (New) The system of claim 66 wherein said server system is programmed to store

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whether said particular coupon has been redeemed in said database.

68.   (New) The system of claim 66 wherein said server system is programmed to disallow redemption of said particular coupon if said comparing indicates that said particular coupon was previously redeemed.

69.   (New) A method for electronically distributing and tracking redemption of coupons, comprising:

defining a database in memory of a server system, said server system including a computer processor, said memory, an input for receiving data, and an output for outputting data, a database;

storing is said database coupon offer data defining available coupon offers, user record data defining user records, and targeting criteria applicable to said user records to determine which of said available coupon offers to associate with which of said user records;

wherein each one of said user records stores

(1) a user identification that is different from all other user identifications stored in all other records of said user records,

(2) information regarding coupons redeemed;

(3) data indicating which of said available coupon offers are to be offered;

said server system responding to receipt over a network of a coupon request prompt, said coupon request prompt including a particular user identification, a particular network address, and identification of a particular one of said available coupon offers, by transmitting from said server system to said particular network address, data defining a particular coupon,

wherein said data defining said particular coupon encodes both said particular user identification and said particular one of said available coupon offers, wherein said first coupon offer is a coupon offer associated in said database with said particular user identification; and

said server system responding to receipt from a coupon redemption network address of coupon redemption data indicating an attempt to redeem said particular coupon by comparing said coupon redemption data with said information regarding coupons redeemed in said database, to thereby determine whether said particular coupon was previously redeemed.

70.   (New) The method of claim 50 further comprising said server system storing in said database whether said particular coupon has been redeemed.

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71.   (New) The method of claim 50 further comprising server system disallowing redemption of said particular coupon if said comparing indicates that said particular coupon was previously redeemed.

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Date/Time: August 16, 2010 (8:33pm)

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